

### Section 3 Goals, Objectives, and Vision Statement

- 3.1 To establish a system of greenways and trails that links the County's natural, cultural, historic, scenic, and recreational resources with residential, commercial, and community facilities for the benefit of the citizens of James City County.
- 3.2 Assumptions of the Planning Process
  - 1. The Greenway Master Plan is part of a continuing, multi-faceted effort to establish a long-range planning strategy and development policy for the future growth of the County.
  - 2. The Greenway Master Plan is an opportunity for the County to fulfill its specific charge of establishing an integrated countywide system of protected open spaces, greenways, trails, and bikeways for the use and enjoyment of our citizens.
  - 3. The Greenway Master Plan process represents a citizen-based partnership opportunity to strengthen important relationships and community perceptions that enhance the quality of life for our citizens.
  - 4. The Greenway Master Plan establishes an open process for citizen involvement in current and future development efforts pertaining to greenways and trails in James City County.
- 3.3 Goals and Objectives

Six goal areas were developed based upon benefits associated with greenways. These goal areas were refined with Steering Committee input and utilized to produce outcomes and strategies during the focus group sessions.

- 1. Economic Development Goal  
Address both the appropriate costs of implementing the greenway system (including land acquisition and capital improvements) and the multi-objective benefits resulting from its creation that will have a positive economic impact on the community.
- 2. Recreation/Health and Wellness/Safety Goal  
Design the greenway system as a recreational resource with public access connections to other recreational resources, offering a full spectrum of recreation and exercise opportunities that are safe for all users.
- 3. Transportation Goal  
Provide corridors that bicyclists, pedestrians, and others can use to get from one place to another, free from motor vehicle conflicts, as an alternative to motor vehicle use.
- 4. Environmental Goal  
Design a plan that preserves, promotes, and enhances awareness of the County's environmental assets, including developing a comprehensive greenway system that is sensitive to environmental, historical, cultural, scenic, and open space resources.
- 5. Education Goal  
Educate the public about the need for and benefits of greenways and educate the greenway system user about the area's natural and cultural history.
- 6. Quality of Life Goal  
Design a greenway system that maximizes accessibility for greenway system users, nearby property owners, and neighborhoods to achieve a walkable, livable, and sustainable community.

